

ABOUT ME

As a successful creative director, I have worked with clients like NC State University, Wells Fargo, Toyota, United Airlines and American Cancer Society. With a keen understanding of custom content, design direction, strategic print/digital marketing and budgets, I have helped to create, enhance and build brands for my clients. I moved to Cary, North Carolina after living abroad in the UK. I enjoy a good laugh, have traveled extensively, take a decent photograph and can make a good “cuppa” tea.

EXPERIENCE

Creative Director & Consultant / Laura Wall Design, Cary, North Carolina and Cookham Dean, Berkshire, UK.
Serve as marketing consultant, content manager, photographer, designer and writer for small and mid-sized companies and publications. Full range of digital/print services including new identity, branding, signage, packaging, brochures, flyers, publications, icons, front-end web design and trade show booths. Currently serve as Creative Director for BOS Digital, a digital marketing firm in downtown Raleigh. 2011-current

Design Director | Pace Communications, Greensboro, North Carolina, USA

Main responsibilities were new business development, establishing brand identities and guidelines for print and web, participating in client meetings and creative presentations, working on strategic marketing and editorial planning, art direction and design, developing budgets, training and managing design staff including art directors, designers and production artists. Created new identities for magazines *Teradata*, United's *Takeoff*, American Cancer Society's *Triumph*, Wachovia's *Renaissance*, Wells Fargo *Conversations* (print and digital), *Winterthur*, Toyota *Connections*, Carlson Hospitality Worldwide's *Voyageur* and AAALiving. Built relationships with nationally recognized photographers, illustrators and modeling agencies. Received 2 of 2 company cost-cutting awards. 2005-2011

Managing Art Director | Pace Communications, Greensboro, North Carolina, USA

Managed multi-media projects and creative department of six business units including American Cancer Society, Carlson Hospitality, United Services, United Airlines, Delta Airlines, and Air Force I/II. Trained and mentored full-time staff and freelancers. Interacted with new and existing clients. Established art budgets for each project. Developed and adapted cost-cutting measures and reduced expenses. 2000-2005

Art Director | Georgia Creative Publishing, Norcross, Georgia, USA

Served as art director for bimonthly *Stitcher's World* magazine. Directed photoshoots, selected locations and props, styled sets, designed layouts and prepared publication for print. Produced direct mail and other marketing materials. Worked on small team that included writer and photographer. 1999-2000

Designer | Federated Department Stores Rich's-Lazarus-Goldsmiths (RLG), Atlanta, Georgia, USA

Designed catalogs, direct mail and newspaper advertisements for RLG markets throughout the eastern United States. Primary focus in fashion and home decor but also worked on special events. Participated in photoshoots and selected photography. Worked directly with creative director, writers and production assistants and pre-press operators. 1997-1998

Art Director | Atlanta Homes & Lifestyles magazine, Atlanta, Georgia, USA

Supervised production of 150+ page publication. Responsible for all advertisements, special editorial sections as well as promotional materials. Worked with advertising agencies, photographers, copywriters, service bureaus and printers. Additionally, completed new identity, editorial and advertising for *Designer's Handbook*, a 300+ page interior design source book. 1995-1996

Graphic Designer | A.D.A.M. Software, Atlanta, Georgia, USA

Managed multi-media design projects for software development company including logo development, brochures, packaging, posters, ads and web pages. Designed unique trade show booth and costume design for the Consumer Electronics Show which was featured on NBC Nightly News. Worked closely with marketing team, software developers, copywriters, technical writers and medical illustrators. 1993-1995



EDUCATION

Bachelor of Arts in Graphic Design, University of Georgia USA

RECENT TRAINING

Web Design HTML/CSS & WordPress | Digital Media Centre, Bracknell, UK 2012
Designer's Fiesta Conference | London, UK 2012
Digital SLR Photography | Digital Media Centre, Bracknell, UK 2012
Fast Track Digital for Creatives by EConsultancy | London, UK 2013

DIGITAL SKILLS

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Muse)
Information Architecture | Front-End Interface & User-Centered Design

HONORS AND ACHIEVEMENTS

Top 40 Leader Under 40 | Triad Business Journal | Greensboro, NC, USA 2009
International Folio Awards Speaker "The Eight Essentials of a Top Designer" | Chicago, IL, USA 2008
International Folio Magazine Publishing Awards Judge 2004-2009
Greensboro Beautiful, Inc. Neighborhood Service Award | Greensboro, NC, USA 2009
Outstanding Senior Leader at the University of Georgia, USA 1992
Runner-up for Sophomore of the Year | University of Georgia, USA 1990
Most Outstanding Freshman of the Year | University of Georgia, USA 1989

SERVICE WORK AND INTERESTS

Parent Governor & Communications Chair | Cookham Dean Primary School UK 2012-13
Board of Trustees at the Greensboro Historical Museum | President-Elect & Marketing Chair 2011
Charles B. Aycock Historic Neighborhood Association Board | Vice President & Community Development Chair
First School PTA | President 2010-2011
Photography, Travel, History

PORTFOLIO www.behance.net/laurawall
